

No.
218
Oct.
'80

VOTE MAD

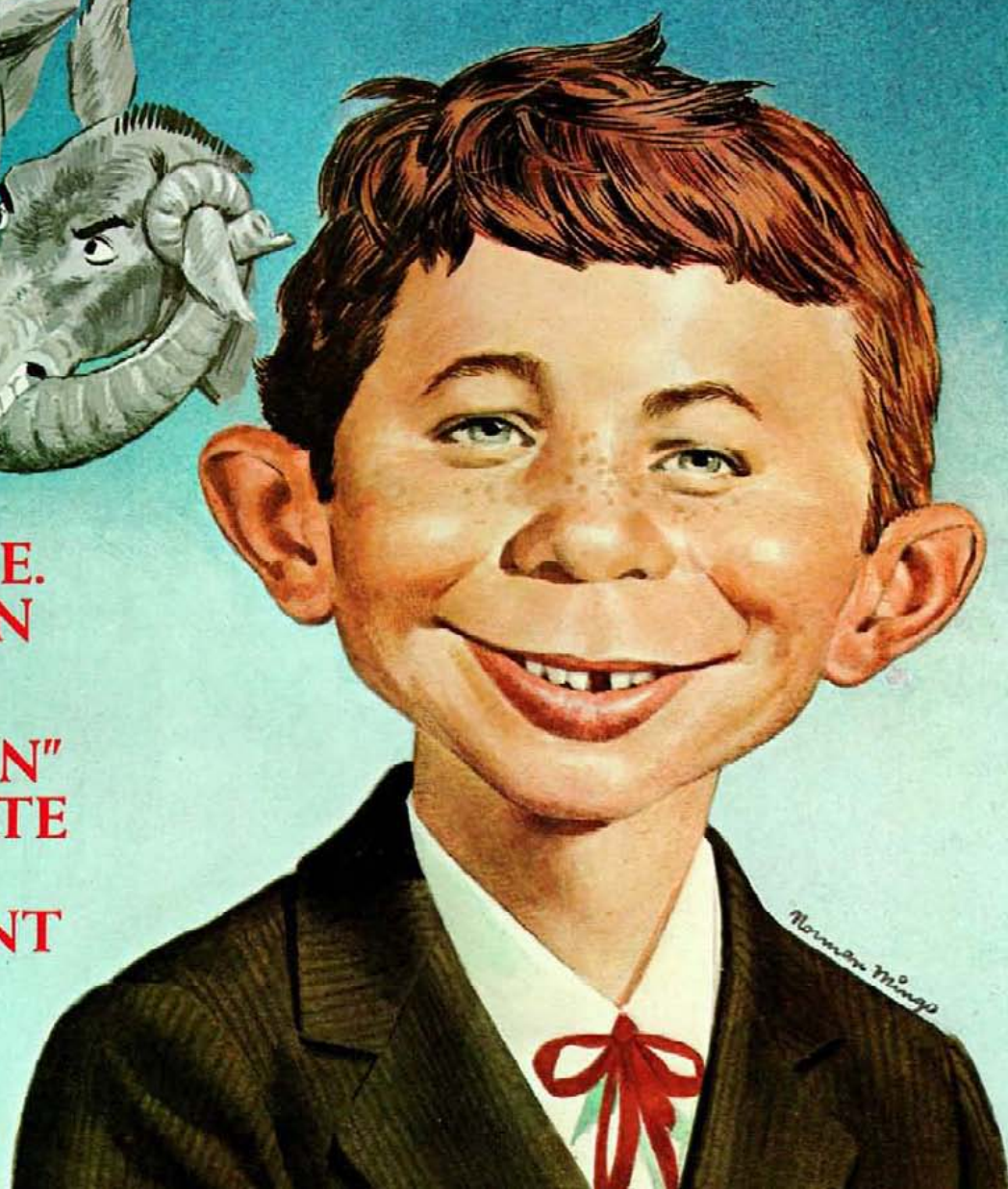
OUR PRICE
75¢
CHEAP

YOU COULD DO WORSE...AND YOU ALWAYS HAVE!



**ALFREDE E.
NEUMAN**

**MAD'S
"WRITE-IN"
CANDIDATE
FOR
PRESIDENT**



AMERICA IS ON THE
BRINK OF RUIN! LET
HIM FINISH THE JOB!

VOTE MAD



Alfred E. Neuman
for President

VOTING FOR
ALFRED E. NEUMAN
FOR PRESIDENT...



...IS NEVER HAVING
TO SAY YOU WORRY!

VOTE MAD

AMID THE UNCERTAINTY—
A VOICE OF INDECISION!



Alfred E. Neuman
for President

W.I.N.
(Write In Neuman)
IN 1980!



Alfred E. Neuman
for PRESIDENT

VOTE MAD

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HELP SUPPORT ALFRED'S WRITE-IN CAMPAIGN FOR PRESIDENT!
STICK 'EM UP! ON WALLS, DOORS AND WINDOWS EVERYWHERE!

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VOTE MAD

You get 45 full-color
"Alfred E. Neuman for
President" stamps and
stickers — perforated
and pre-glued for im-
mediate use and abuse
... plus articles, ad
satires, garbage and
other trash from past
issues... in the new

MAD

WINTER 1980

SUPER SPECIAL

NUMBER THIRTY-THREE

MAD

OUR PRICE
\$1.50
CHEAP

SUPER SPECIAL WINTER 1980

ALFRED E. NEUMAN
FOR PRESIDENT



YOU COULD DO WORSE!
And Lots Of Times, You Did!

FEATURING
41 FULL-COLOR
ALFRED E.
NEUMAN
FOR
PRESIDENT
STAMPS &
STICKERS

PRE-GLUED, PERFORATED AND
READY FOR IMMEDIATE USE,
HIS-USE AND ABUSE BY MAD
SUPPORTERS OF HIS WRITE-
IN PRESIDENTIAL CAMPAIGN
**HELP SPREAD
THE MAD WORD!**

ALSO FEATURING THE USUAL ASSORTMENT OF ARTICLES, AD SATIRES
AND OTHER COLLECTORS' ITEM TYPE GARBAGE FROM OUR PAST ISSUES

AVAILABLE NOW WHEREVER MAGAZINES ARE SOLD (OR PERUSED BY CHEAPIES FOR FREE)!

MAD

"Isn't it amazing how political candidates can give you all their good points and qualifications in a 30-second TV Commercial!"

—Alfred E. Neuman

WILLIAM M. GAINES publisher **ALBERT B. FELDSTEIN** editor

JOHN PUTNAM art director **LEONARD BRENNER** production

JERRY De FUCCIO, NICK MEGLIN associate editors

JACK ALBERT lawsuits

GLORIA ORLANDO, CELIA MORELLI,

DAVID FRAZIER subscriptions

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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**Various Places Around The Magazine

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VITAL FEATURES

"BEING NOT ALL THERE"
(A MAD Movie Satire)
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(Vol. Two)
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DAVE BERG LOOKS AT "THE LIGHTER SIDE"
Pg. 18



THIS MAD LOOK AT ADVERTISING MAKES YOU WONDER
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THE MAD DICTIONARY OF CLICHE PARENTAL TERMS
Pg. 35



"WKRAP IN CINCINNATI"
(A MAD TV Show Satire)
Pg. 43



Once upon a time, there was a Publisher of a magazine. He was a happy man, publishing his magazine. But one day, he said, "Wouldn't it be swell if they made a movie and my magazine sponsored it? It would help sales! Isn't that a wonderful idea?" All of his Yes-Men agreed that it was a wonderful idea, and so the smart people in Hollywood made a movie, and the magazine sponsored it. But did the Publisher live



happily ever after? Not on your life! Because he overlooked one little thing while he was summoning up images of millions of people rushing to see the movie and then rushing to newsstands to buy his magazine. The thing he overlooked was to find out if the movie was any good! Well? Was it? If you've seen it, you already know the answer to that question! And if you haven't seen it, let us save you the money as

MAD MAGAZINE RESENTS THROW UP THE ACADEMY



FROM THE DESK OF **STEVE GALT**

Dear Al,

I quit! I can't in all conscience foist a satire of this turkey on an unsuspecting public! I've got to live with myself!

FROM THE BOARD OF **ADAM LOVING**

DEAR AL,

I AGREE WITH WHAT'S HIS NAME! BESIDES, IT'S TOUGH TO DRAW WHILE YOU'RE RETCHING!

FROM THE DESK OF **AL FELDSTEIN**

Dear Bill,

Must we do this picture? Why can't we just bury our garbage, and do a satire of a more deserving film?

FROM THE UNDER-GROUND BUNKER OF **BILL GAINES**

Dear Al,

All right, already! I'm sorry! I was wrong! I hate myself! Have you any idea what HELL it is to be stupid and fat at the same time?

Recently, an author came up with what he thought was a brilliant idea: Namely, to write a novel about how a simple-minded idiot becomes the respected advisor to those at the highest level of power. But what he seems to have forgotten is that simple-minded idiots have been in charge around here for at least 2000 years, and maybe a lot longer! Oh, well, why quibble? In any case, they've made a movie based on his book, so let's see what happens when a modern moron finds out how far he can go in this world of ours just by

Bein

I can't go on like this any more, Skipper! Living like animals on this desert island, deprived of bare necessities and forced to eat—yecch—INSECTS to stay alive! I won't do it! I WON'T!

Control yourself, Gilligan! Think of all the less fortunate people in the world! Like the ones back home, watching US on television!!

Hmmmmmm! Okay... you wanna pass me a cockroach and some mayonnaise, please...?

Mrs. Gravnick, how do you feel about your house being destroyed by the tornado and losing your entire family and everything you own on Earth...?

I'll have to think about that when I'm in jail! Jail?? Why are you going to jail?

Because there's no capital punishment in this State, and I'm about to murder a brainless, unfeeling TV Reporter!!

These cartoons are so unrealistic! Now THAT couldn't happen in REAL LIFE!!

Of course not!! Who ever heard of a WHITE MAN in our Armed Forces?!!

And now, boys and girls, I'm going to sing a song for you in my tuneless, sissy voice... and if you're REALLY good, I'll never sing another song to you again!!

... and you two will be flown to Hawaii as guests of the "Dating Game", and you'll stay at the Royal Hawaiian Hotel, and you'll have free use of a Hertz car, and... wait a minute!! Not yet!! You can't do THAT on television! At least wait till you get to your room at the Royal Hawaiian Hotel!

You're so pathetic, Trance! All you do is sit around and watch television day and night! You can't feed yourself, you can't dress yourself, you drool at the mouth, and you have an IQ of 27! Gosh, aren't you equipped to do ANYTHING?!!

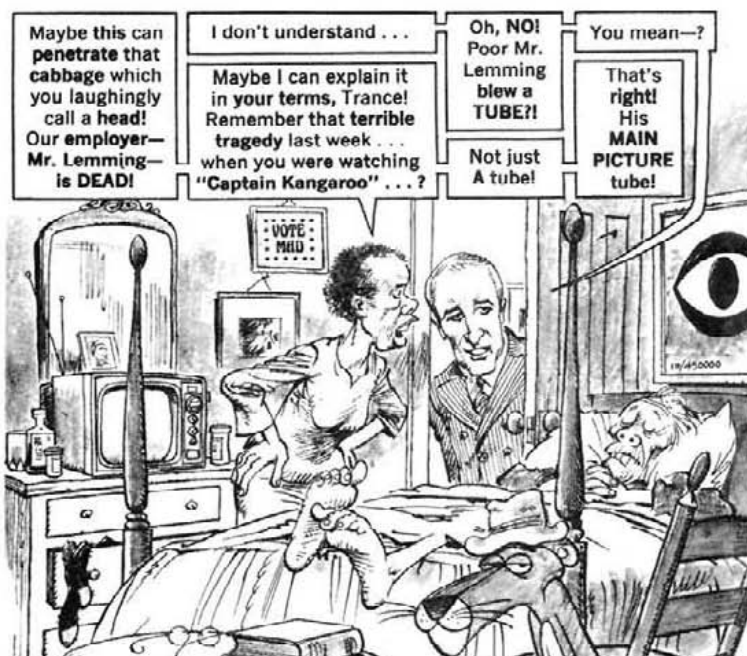
I could be a swell "Nielsen Viewer"!

Forget it! You're OVERQUALIFIED!!



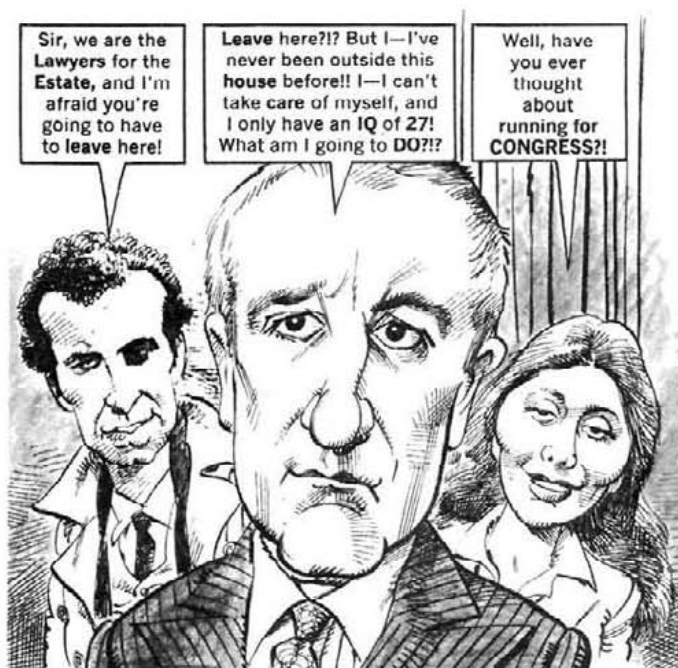
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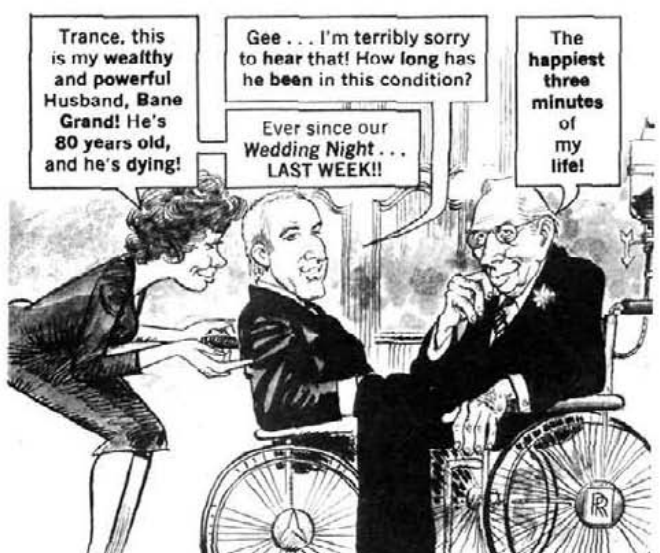
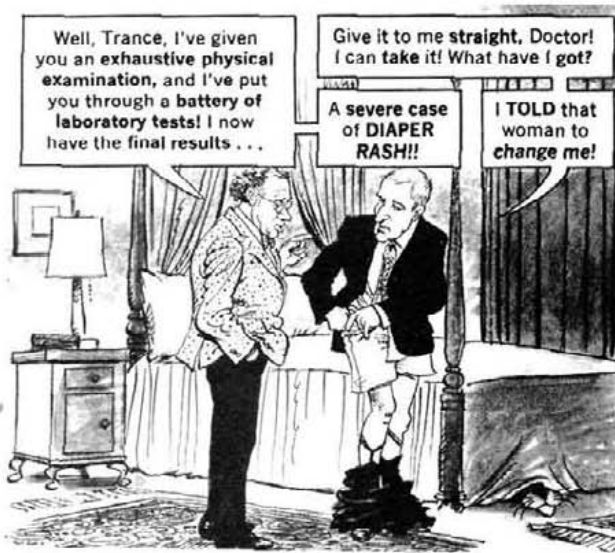


ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL







What a delicious dinner! Thank you both so much! And now, if you'll excuse me, I have to do something I always do after a meal! If someone will just ...

Yes, of course! It's the third door on the left down the hall! You know something, Trance! I like you! You have the air of a Man in Command, a Captain of Industry! And yet, at the same time ...



BELLCH!

Thank you for burping me, Jeeves!

... you seem to have that knack of knowing how to get close to the Working Class!



The President is coming to see me tomorrow! He often seeks my advice! I'd like you to join us and share some of your valuable thinking with him! What do you say?

Oh, yes, Bane! I would love to talk to the President about "The Jeffersons"!

Great! Tom was always one of his favorite Presidents!

... and "The Odd Couple"!

He always liked Dick and Pat Nixon, too! I have a feeling you'll go a long way here in Washington!



Secret Service! Sorry to bother you, but we're checking the house before the President arrives! What do you do here?

I watch television all the time, day and night! I'm watching one of my favorite shows now ...!

I hate to bring this up, Sir—but you're looking at a Washing Machine!!



Hmmmm! I kinda **THOUGHT** the screen was too small!

That's all right, Sir! We all make mistakes! I just got a message! Mr. Grand and the President are waiting for you in the den ...

Tell them I'll be in, right after they break for the Rinse Cycle!

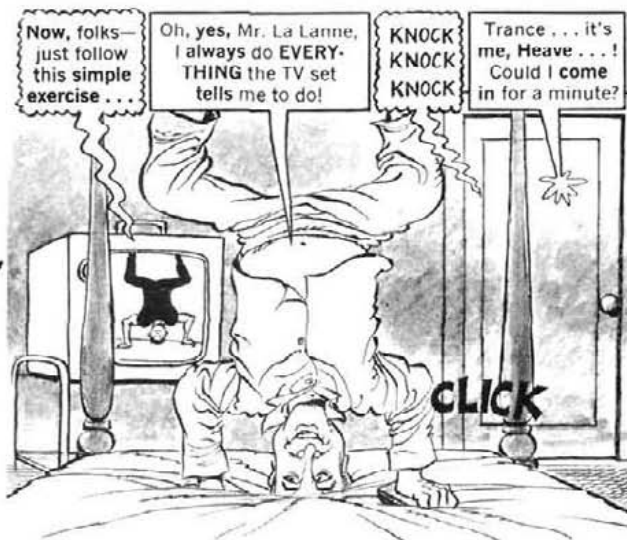
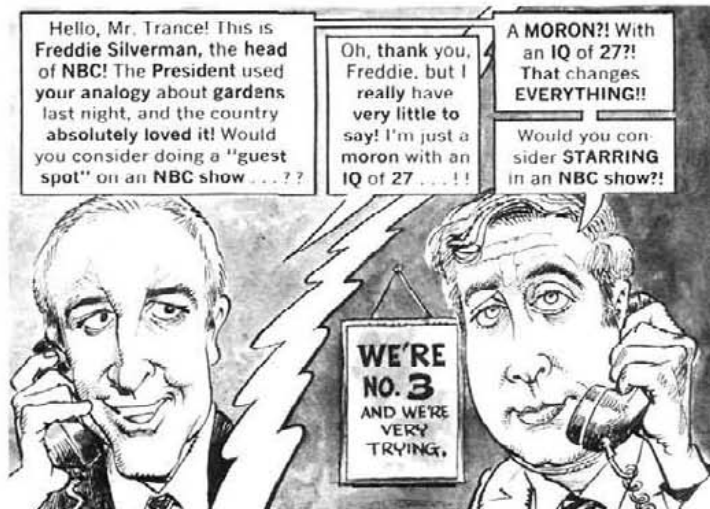
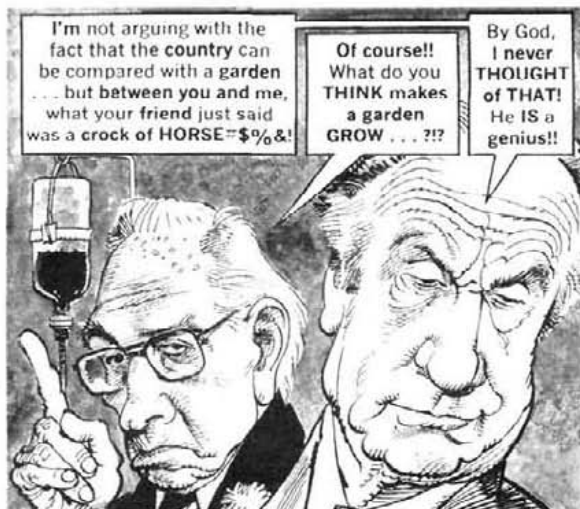


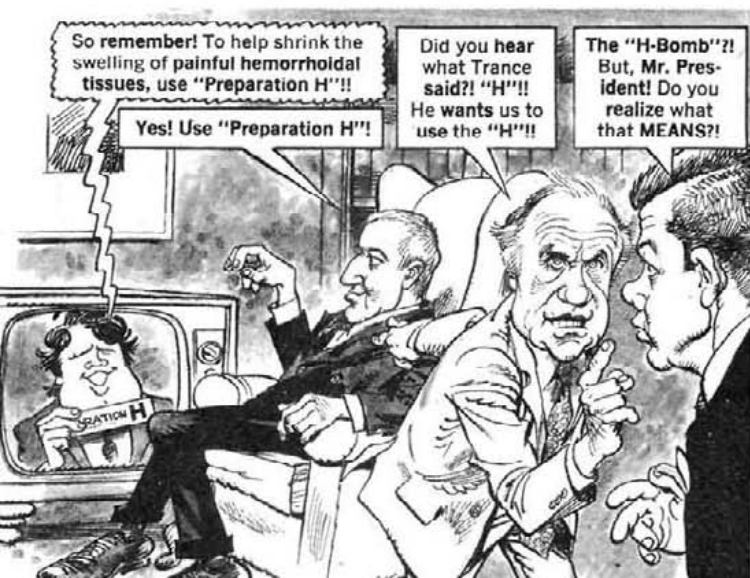
Mr. President ... this is my newest and best friend, Trance! He has some interesting thoughts about those upcoming **ELECTIONS!** To him, the nation is like a garden!

Oh, yes, I know all about gardens! A garden has its seasons! First, there is Spring, then Summer, then Fall, then Winter! In the Spring, we plant a garden. In the Summer, it grows! In the Fall, it withers and in the Winter, it dies!

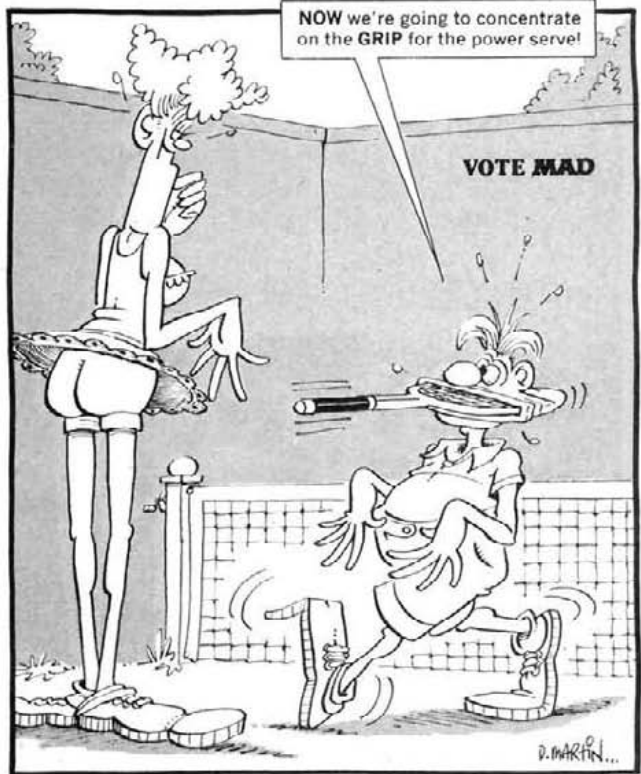
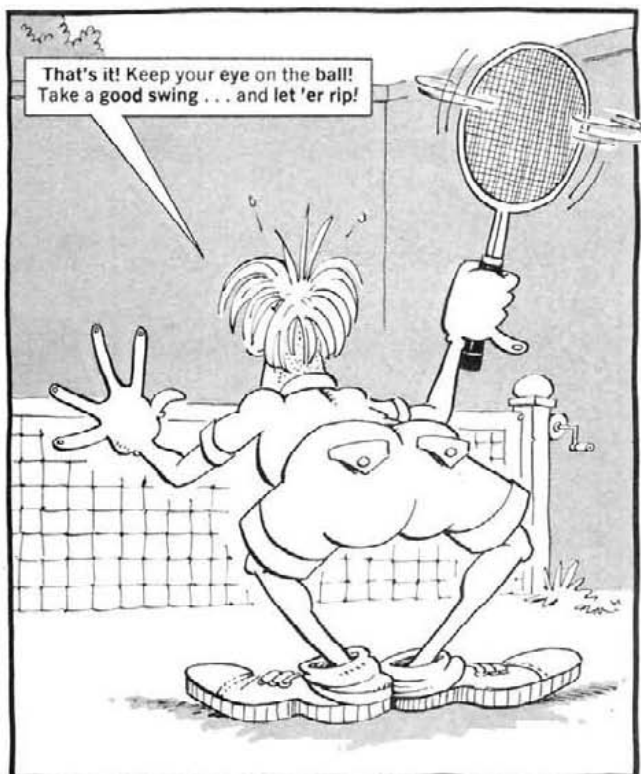
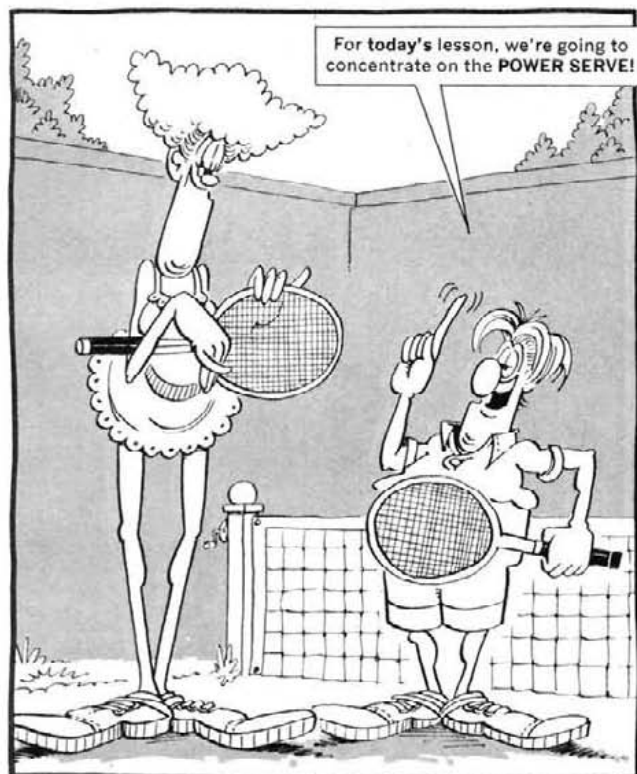
Brilliant!! What he is saying is: If you can't get Congress to pass laws in the Spring, the garden—the nation—will not grow over the Summer ... and by Fall elections, it will be too late!







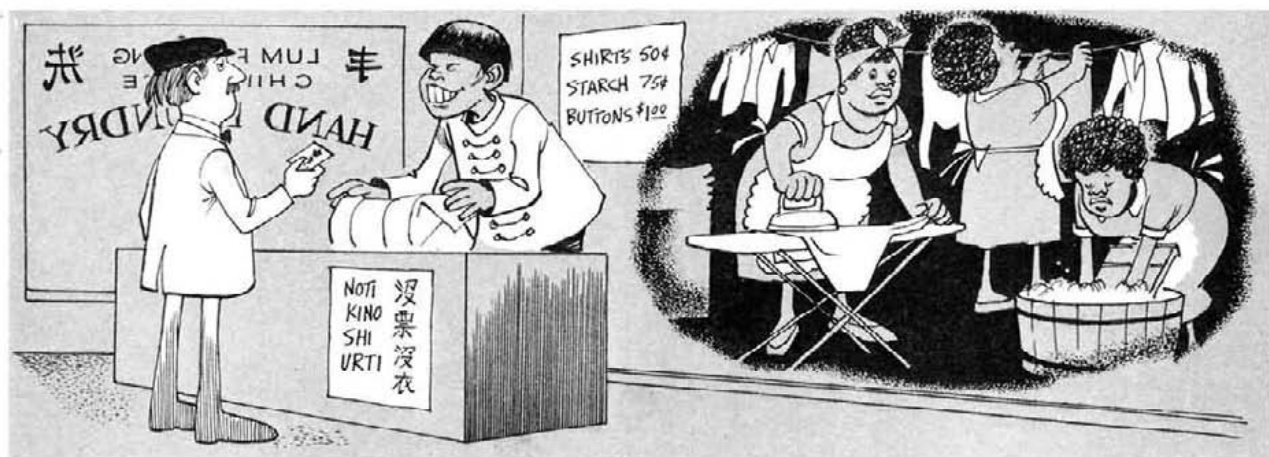
ONE DAY IN THE LIFE OF A TENNIS PRO



X-POSED DEPT.

A COLLECTION OF

MAD



ARTIST: BOB CLARKE

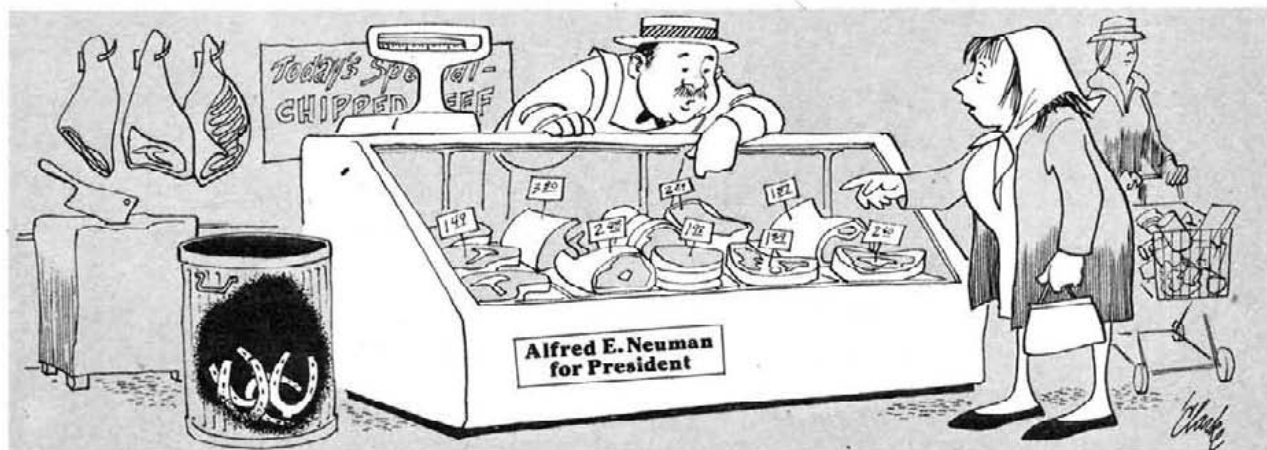
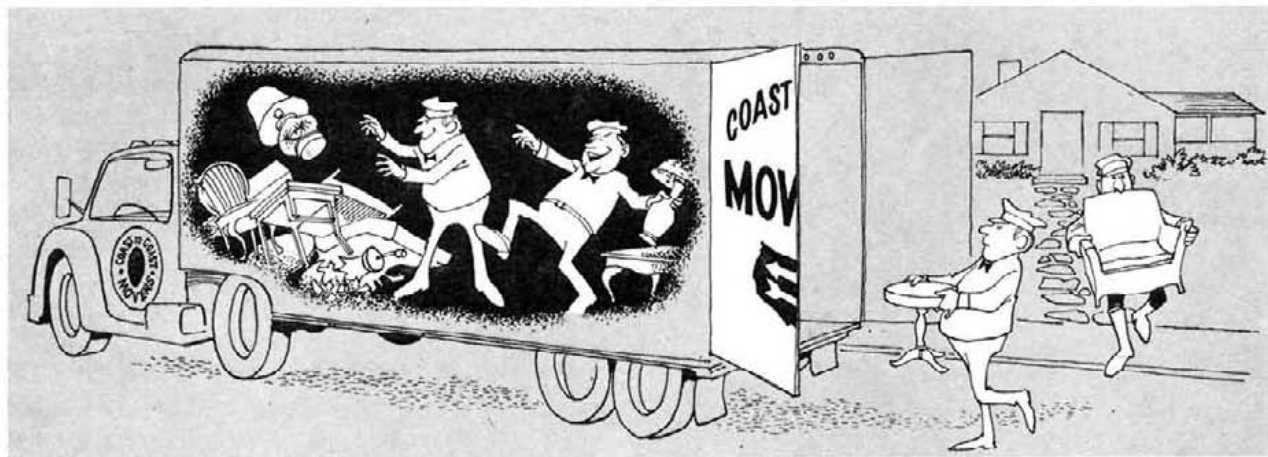


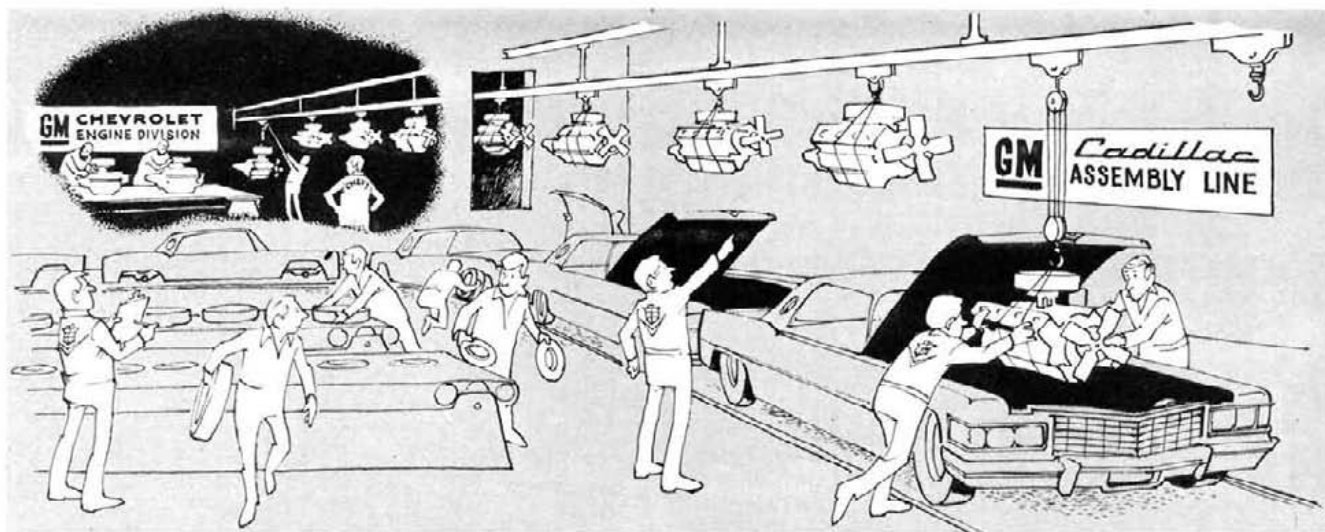
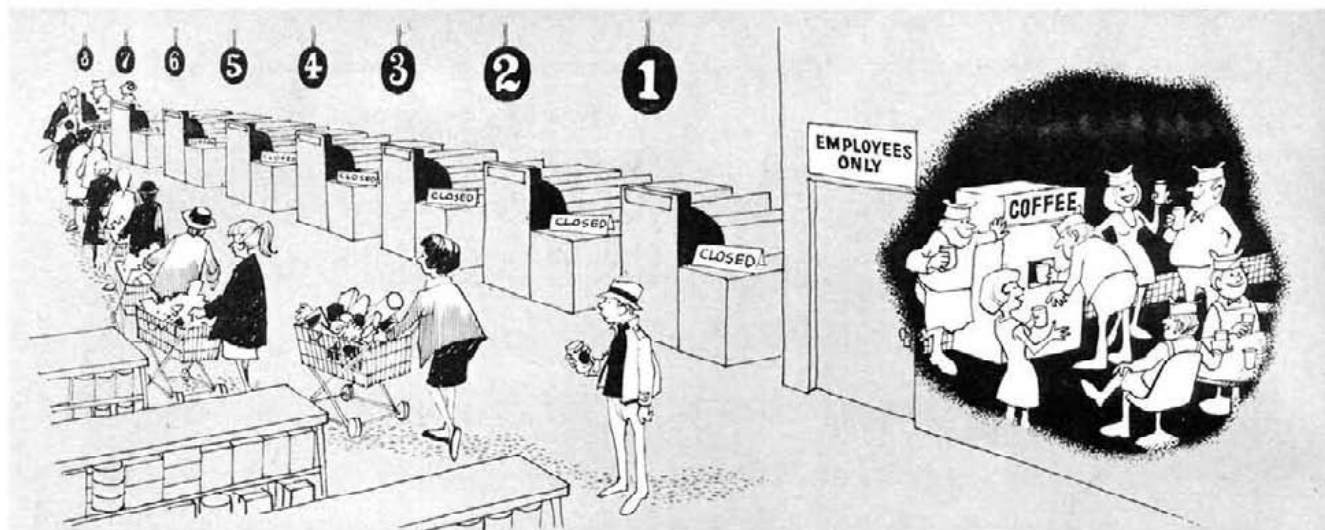


X-RAYVINGS



WRITER: DON EDWING





ALL KIDDING A SNIDE DEPT.

A while back (MAD #210), we presented a collection of easily memorized insults about famous people, places and things that were all designed to help even the biggest clod become an instant Don Rickles. This valuable guide to possible popularity and probable hits in the head was appropriately entitled "The MAD Nasty Book." It was tolerated without too many reader complaints presumably because we promised that it would be the only edition we'd make you endure. But, as you may be starting to suspect, that's the nasty thing about Nasty Books. They vow you won't ever have to suffer through another one, and then they make you do it anyway. So grit your teeth and brace yourself for —

THE MAD NASTY BOOK VOLUME TWO

ARTIST: HARRY NORTH, ESQ.

WRITER: TOM KOCH

THE KU KLUX KLAN



1. ...is something like a college fraternity, except that its members are all too dumb to get into college.
2. ...wears bed sheets so the guys won't give away their deepest secret: underneath, they all have on dresses.
3. ...defends Christian brotherhood by hanging anyone suspected of opposing it.
4. ...makes a lot of speeches, but, fortunately, in such a thick redneck drawl that they can't be understood.
5. ...encourages members to put pillowcases over their heads as a means of improving their appearance.

COMPUTERS



1. ...save money for corporations by passing employee errors along to the customers to figure out.
2. ...are labor saving devices that can be programmed to play chess with each other so people won't have to.
3. ...require less than a second to put a thousand pieces of mistaken information into alphabetical order.
4. ...take faulty addition that could be corrected with a pencil and put it on tape where it's preserved forever.
5. ...are so intelligent that they even set the type for printing this article this article.

MORK & MINDY



1. ...is comforting to watch because it portrays creatures from other planets as being too stupid to cause trouble.
2. ...is aired by A.B.C. to make "Three's Company" and "Charlie's Angels" look like intellectual programming by comparison.
3. ...provides Robin Williams with a perfect showcase for all one of his talents.
4. ...enriched our culture by adding "nanoo-nanoo" and "shazbat" to the English language.
5. ...is filled with such great actors that they're capable of covering up their embarrassment over appearing on the show.

THE AIRLINE INDUSTRY



1. ...has no flights into Muncie, Indiana, because that's the airport it uses to hide your lost luggage.
2. ...thoughtfully provides every passenger with a gourmet meal and a barf bag to throw it up into.
3. ...can fly you from the Chicago Airport to New York in less time than it takes to drive from Chicago to the Chicago Airport.
4. ...offers first class service to those who are willing to pay 53 dollars extra for a free martini.
5. ...makes certain that its two flights a day between the same cities are always scheduled at 7:15 A.M. and 7:30 A.M.



THE CHRYSLER CORP.



1. ...needs to sell its remaining 1980 cars so it'll have room for the 1979s that are being recalled for defects.
2. ...shows great aptitude for going into some other line of production, such as raising turkeys.
3. ...is finally getting what it deserves for making all those 1957 DeSotos with huge tail fins.
4. ...will start research on an economy car if we'll put up the cash by buying its left-over gas guzzlers.
5. ...had to ask the government for money because no private organizations specialize in rewarding incompetence.

JANE FONDA



1. ...is capable of debating world affairs with some of the deepest thinkers in Hollywood.
2. ...looks a little like Mary Tyler Moore, and sounds a lot like your strange uncle who lives in a tree.
3. ...vows to get her husband into public office, even if she has to buy him his own country.
4. ...tries to prove that she's not like her father, who had nothing going for him except talent and common sense.
5. ...joins other celebrities who have become molders of public opinion, such as Jerry Lewis and Smoky the Bear.

TV COMMERCIALS



1. ...have a knack for making a 30-second message seem longer than a half-hour program.
2. ...teach us that we can all achieve success and happiness, once we stop smelling bad.
3. ...conduct comparison tests between competing products so we can decide for ourselves that we don't care which one wins.
4. ...make us wonder how doctors survive when all the medical advice we need is available from neighborhood druggists.
5. ...never explain how the \$4,999 cars they describe always cost \$8,000 when we go to buy one.

DOLLY PARTON



1. ...is five-foot-four-inches tall, if you count the eighteen inches of hair piled on top.
2. ...is so talented that she's famous for two separate things: the right one and the left one.
3. ...got rid of her rural accent by studying at the Billy Carter School of Speech.
4. ...spent \$100,000 converting a bus into a motor home because people who sing like her have to keep moving.
5. ...took a bust development course so no one would notice that the rest of her is fat, too.

PEOPLE MAGAZINE



1. ...is a great publication for those who never learned how to read hard things, such as two syllable words.
2. ...leads its regular subscribers to assume that Eric Estrada is the most important person in the country today.
3. ...differs from the National Enquirer chiefly in the fact that it's printed on slick paper.
4. ...has succeeded because a whole issue can be read during a one-minute TV commercial.
5. ...provides scholarly research material for anyone writing a thesis on "The Sex Life Of Rock Musicians."

CHER



1. ...has a terrific shape, in the opinion of those who get turned on by looking at a pencil.
2. ... doesn't really have a crack in her voice; she just likes to practice yodeling while she talks.
3. ... wears revealing gowns in public because nothing else she does seems to attract much attention.
4. ... deserves the thanks of a grateful nation for keeping Sonny Bono off welfare for all those years.
5. ... proved that only in America can broken marriages and illicit affairs be parlayed into fame and fortune.

U.S. DEPT. OF ENERGY



1. ... hopes to perfect solar power within 20 years after the last person in the country has frozen to death.
2. ... saw the 1974 Arab oil boycott coming as long ago as 1977.
3. ... thinks everyone should keep warm the same way its employees do—by shuffling papers.
4. ... insists that the 55 M.P.H. speed limit conserves home heating oil by keeping Americans out on the highway longer.
5. ... maintains the thermostats in its offices at 65 degrees—throughout July and August.

MIKE WALLACE



1. ... has built a big audience for "60 Minutes" among viewers who hope to see him get flattened.
2. ... hopes he never gets sick because he's already accused every doctor in the country of being a quack.
3. ... intimidates those he interviews so they'll be afraid to comment on his cheap hair dye job.
4. ... may be the only person in New York who is fighting mad about crooked bingo games in Wyoming.
5. ... is upset because he can't think of any more corporations to accuse of manufacturing poison fertilizer.

PETE ROSE



1. ... holds records for hitting in 44 consecutive games and flopping in 31 consecutive TV commercials.
2. ... drives a Rolls-Royce so parking lot attendants won't think he's just some crude lout who uses bad grammar.
3. ... is one of the few active players capable of joining a division champ and taking it all the way to fourth place.
4. ... has never been injured by debris thrown from the bleachers because, fortunately, it all hit him on the head.
5. ... isn't concerned about maintaining a macho image—and he'll punch any pansy in the mouth who says he is.

THE REPUBLICAN PARTY



1. ... brags about having produced Abraham Lincoln and Dwight Eisenhower, but hardly ever mentions Warren Harding or Richard Nixon.
2. ... has a program to solve all the problems of 1926, in case that year ever comes back.
3. ... claims that every one of its hair brained schemes is designed to whip Communism.
4. ... is totally without leadership, now that John Wayne is gone.
5. ... doesn't really hate the poor; it only hates the poor who organize labor unions.

THE DEMOCRATIC PARTY



1. ... brags about having produced John Kennedy and Franklin Roosevelt, but hardly ever mentions Lyndon Johnson or Grover Cleveland.
2. ... has 238 programs to benefit those who are willing to vote, but unwilling to work.
3. ... claims that every one of its hair brained schemes is designed to whip big business.
4. ... is totally without leadership, now that Shirley MacLaine has gone back to Hollywood.
5. ... doesn't really hate the rich; it only hates the rich who somehow avoid the 70% tax bracket.

MAKING ENDS MEET



BERG'S-EYE VIEW DEPT.

THE LIGHTS

INTRUDERS





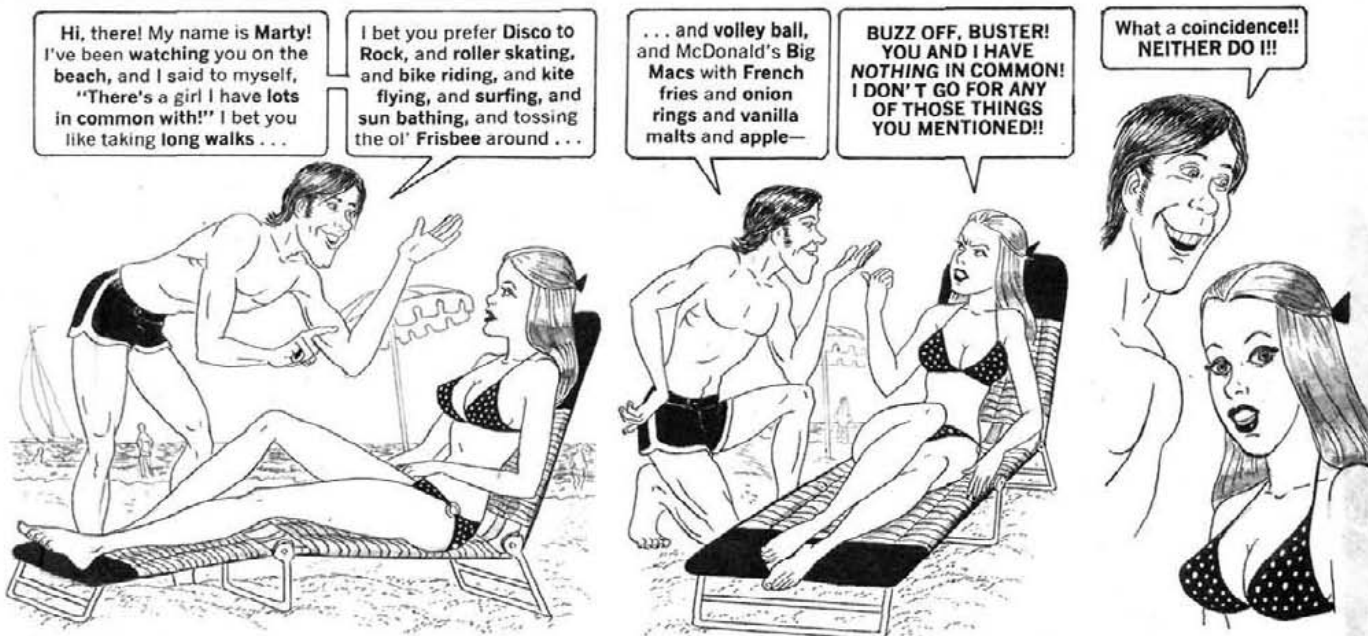
PUNISHMENT



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

SUMMER ROMANCES



AMBITION



BULLYING



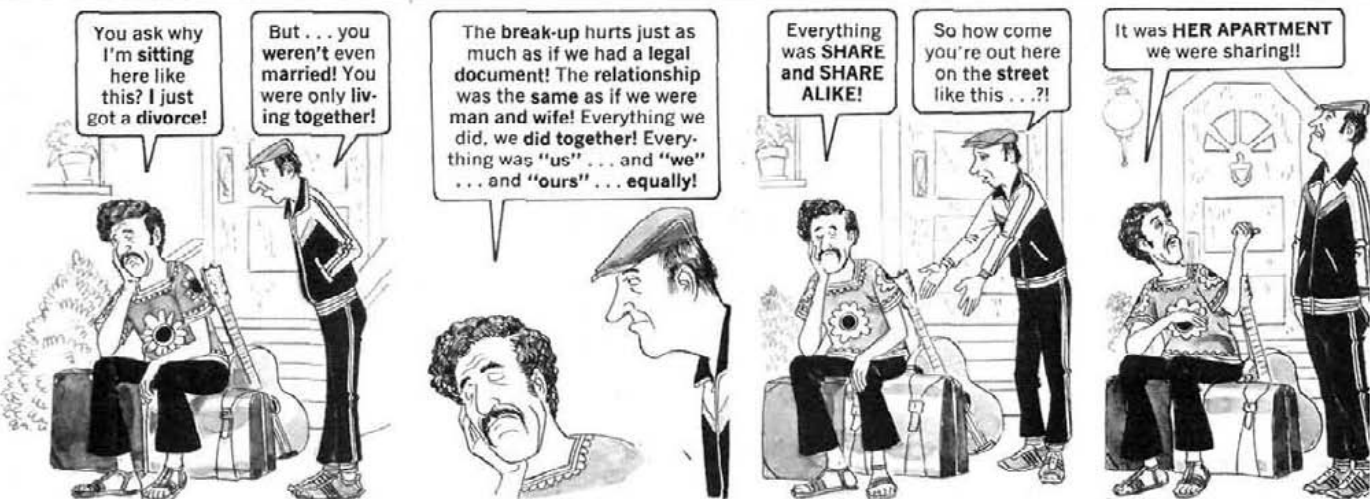
GADGETS



SUCCESS



BREAKING UP



STUDYING



MOODS

WHAT'S GOING ON AROUND HERE!? THE HOUSE IS A MESS!! THE DRIVEWAY IS ALL CLUTTERED UP WITH BIKES AND SKATEBOARDS!!



AND I'LL BET SUPPER ISN'T READY YET! AND IF IT IS, IT'S OVER-COOKED OR UNDERCOOKED!



Whenever you come home from work, you're always such a GRUMP!!



Oh, yeah?! YOU would be, too, if you had a job like MINE!

All day long, I have to be NICE to people!!



MARRIED

The wedding ceremony went off like clockwork! The reception was marvelous! Everybody ate—and drank—and danced—and seemed to have a good time!



And now, we're on our way to a magnificent honeymoon... and the beginning of a wonderful life together!



What was THAT ... ?!

Oh-oh! You've got a flat tire!



I've got a WHAT ... ?!

I guess it's just not my day!



POLITICS

My opponent is a Johnny-Come-Lately! He promises you he'll stop the rise of inflation! He promises you he'll lower gasoline prices! He promises you he'll reduce your taxes!



He promises you he'll stop the expansion of Communist Russia! He promises you he'll stop the spread of terrorist tactics throughout the world!



My opponent hasn't got an original idea in his head!



I promised you every one of those things when I was running for my FIRST term!!



David Beron

CATCH AS CATCH CAN DEPT.

For years, MAD has fought the battle against "Junk Mail," and now that millions of Americans have learned how to recognize the annoying stuff, tons of "Junk Mail" are thrown away each day. But MAD has always prided itself in being fair! And so, we now come to the aid of all those *senders* of "Junk Mail" by suggesting these...

SNEAKY MAD TACTICS TO GET PEOPLE TO OPEN "JUNK MAIL"

WRITER: DICK DE BARTOLO

The Gross Organization

WARNING: OPEN THIS ENVELOPE ONLY IF
YOU ARE INTO KINKY SEX, DIRTY PICTURES
AND HARD-CORE PORNOGRAPHIC MATERIALS!!

Mr. Bradley Nelson
7 Deadly Sins Street
Repentance, Ohio

Dear Bradley:

Thank God you opened this envelope! Perhaps it is not too late for the Lord to save your tortured mind! We at the GROSS ORGANIZATION have one goal: that God Rests Our Salacious Souls!

And the fact that you tore open this envelope with such lust in your heart means that you really need our weekly religious magazine, "Gross Piety". For just \$28.00 a year, our inspired message of hone can find its way into your mailbox each and

INTERNAL REVENUE STATEMENT

Mr. Lionel Warshauer
10 Rectangle Square
Circle, TEXAS

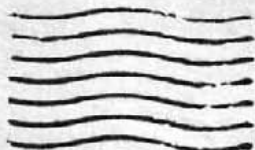
BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 419

Dear Mr. Warshauer:

We hate to make this statement, but our internal revenue is extremely low! That's why we've put all our seeds in our "Mary, Mary Seed Catalog" ON SALE! And if you order seeds in the next 2 weeks, you can deduct an extra 15% from the already low, low sale prices. So if you're planning a garden

PRIZES GALORE

IF YOU'RE BRAVE ENOUGH TO THROW THIS
LETTER AWAY WITHOUT OPENING IT, WE'LL
GIVE YOU \$10,000 CASH! DETAILS INSIDE



Dennis Plounge
15 Elite Place
Olivetti, Ark.

Dear Dennis:

Too bad! You blew it! You opened the envelope and ruined your chance to win \$10,000! But just so it's not a total loss, let us tell you about our new "Wine & Cheese Of The Month Club"! For only \$700 a year, you can have the best wine and cheese

MEDICAL RECORDS CENTER
Washington, D.C.

**YOUR MEDICAL RECORD
IS ENCLOSED**

Mr. Maxwell House
15 Drip Street
Grounds, Florida

BULK RATE
U.S. POSTAGE

PAID

Permit No.

Dear Mr. Maxwell:

Here is your Medical Record, "The Headache", which is Volume 1, Number 1 in a series of 64 Medical Records to be released over the next two years. If you would like to keep this record after playing it, just send us a check for \$9.95, and every 10 days or so, another record will be sent to you just as soon as it comes

FINDERS, INC.
Boston, Mass.

**ENCLOSED IS SOMETHING
YOU LEFT ON A BUS!!**

Miss Phyllis Pharphele
Abby Lane

Santa Fe, New Mexico



Dear Miss Pharphele:-

Finders, Inc. has placed applications for its new "All-Risk" Life Insurance Policies in buses all across New Mexico. . . but our records show that you have failed to pick one up in the past six months. Therefore, we are mailing you one of the applications that you left on a bus, and we urge you to fill it out and return it immediately for the best deal in

REFUND CHECK ENCLOSED

This Envelope Should
Only Be Opened By:

Mr. Arnold Polyp
11 Nasal Passage
Contac, Vermont



Dear Mr Polyp:

Here is your refund check! It can only be cashed by YOU! And it can only be cashed at Captain Bernie's Used Car Emporium, on Highway 82 near Brattleboro, when you buy one of Bernie's

**DEPARTMENT OF
CORRECTION**

John Christopher Graneto
10 Bo Derek Road
Cornrowing, Indiana



Dear Mr. Granato:

Our Order Department may stand corrected, but they say you never took advantage of our "Baker's Dozen Handkerchief Sale" ...thirteen 100% cotton handkerchiefs for the low, low price of \$2.98 plus shipping, handling, packing, insurance, postage

**OFFICE OF THE PRESIDENT
THE WHITE HOUSE**

Miss Diana Hoffnugle
780 East 78th Street
New York City, N.Y.



Dear Miss Hoffnugle:

Obviously, you are a very gullible person to think that you would actually be receiving a letter from THE White House! In fact, this letter comes from the White House on 3rd Street in Canton, Ohio, where we publish our new magazine, "Gullible's Travails," which you cannot afford to be without! Had you read page 18 of our latest issue, you would never have opened this envelope, because it describes the unscrupulous tricks that Junk Mail senders resort to in order to get you to read their

With more and more leisure time on our hands, and (thanks to inflation) less

A MAD GUIDE TO CHEAP

LOST COIN-FISHING



SIDEWALK CAFE-WATCHING



KARATE CAR-ANTIQUEING



PAPERCLIP JEWELRY-MAKING



SUPERMARKET CART DRAG-RACING



and less money to spend on hobbies and other activities to fill that time, here is—

PASTIMES

ARTIST & WRITER: PAUL PETER PORGES

USED PAPERWARE-RESTORING



HOUSE FLY-COLLECTING



SMOG AND POLLUTION-WATCHING



BEARD AND MOUSTACHE GROWING AND GROOMING

VOTE
MAD



TAP WATER-TASTING PARTIES



TRAVEL SIGN-PAINTING



KITCHENWARE TIMPANI-PLAYING



CRATES-INTO-FURNITURE-MAKING



**BODY-BUILDING BY
FURNITURE-PUMPING**



NOSE BOOGER-DIGGING-AND-ROLLING

★ Alfred E. ★
★ Neuman ★
★ for ★
★ President ★



**MINT-CONDITION FAST-FOOD-CHAIN
PAPER NAPKIN-COLLECTING**



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JUST BECAUSE YOU MISSED THE
LAST ISSUE AT THE NEWSSTAND?

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MAD

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LIMITED OFFER!



Yep, this offer is limited to all the
idiots who want to waste good money
on full-color portraits of Alfred E.
Neuman, MAD's "What-Me Worry?" kid
and Write-In Candidate for President!
They're great for training puppies or
wrapping fish or lining bird cages or
even for framing! So join the elite
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50¢ for one, \$1.05 for 3, \$2.15 for 9,
\$4.35 for 27 or \$9.75 for 81 to: MAD
485 MADison Avenue, N.Y., N.Y. 10022

LIMITED OFFER!

WHO SAYS CRIME DOESN'T PAY?

CERTAINLY NOT THIS LINE-UP!

Charlie Chan
Hercule Poirot
Sherlock Holmes

Perry Mason
Ellery Queen
Sam Spade

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OF MYSTERIES

ALSO PLEASE SEND ME THE OTHER IDIOTIC
ALL-ORIGINAL BOOKS I'VE CHECKED BELOW:

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| <input type="checkbox"/> The All-New SPY vs. SPY | <input type="checkbox"/> Aragones's In MAD We Trust | <input type="checkbox"/> The Sound of MAD |
| <input type="checkbox"/> SPY vs. SPY Follow Up File | <input type="checkbox"/> Aragones's MAD as The Devil | <input type="checkbox"/> MAD's Turned On Zoo |
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On orders outside the U.S.A., be
sure to add 15% extra. Allow at
least six weeks for delivery.

I ENCLOSE \$1.50 FOR EACH
(Minimum Order: \$4.50)

We cannot be responsible for cash
lost or stolen in the mails. Check
or Money Order preferred!

AD INSULT TO INJURY DEPT.

Advertising has become so unbelievable that we no longer expect products to cost as little or perform as well as we're promised they will. In fact, the approach taken by

advertisers has lost all touch with reality. So we just browse through magazines or stare glassy-eyed at TV and let the sponsors' incredible claims flow right past us

ADVERTISING MA

ARTIST: JACK DAVIS

ADVERTISING MAKES YOU WONDER...



... whether anyone in real life would actually walk into a crowded drug store and loudly start discussing his hemorrhoids with the pharmacist.

ADVERTISING MAKES YOU WONDER...



... what the banning of cigarette commercials on radio and TV has proved, except that the tobacco companies can save advertising money and still sell their products!

ADVERTISING MAKES YOU WONDER...



... why stores only offer real bargains at their "Going Out of Business" sales when they wouldn't have had to go out of business if they'd lowered their prices earlier!

ADVERTISING MAKES YOU WONDER...



... why a politician would spend \$10,000 on a full-page newspaper announcement to tell you he's a poor man in need of your contribution!

ADVERTISING MAKES YOU WONDER...



... how breweries can claim their "New Light Beer" is a "major scientific discovery" when simply adding water doesn't seem like much of a discovery at all!

ADVERTISING MAKES YOU WONDER...



... how you get on mailing lists to receive sales letters that speak of "busy executives like yourself" when you're not even out of high school yet!

ADVERTISING MAKES YOU WONDER...



... what oddball type of car can use those tires you see offered for "only \$19" when the size that fits your compact always seems to cost \$49.50!

ADVERTISING MAKES YOU WONDER...



... whether any marriage was ever actually saved because the wife found a product that reduced static electricity in her husband's newly-laundried socks!

ADVERTISING MAKES YOU WONDER...



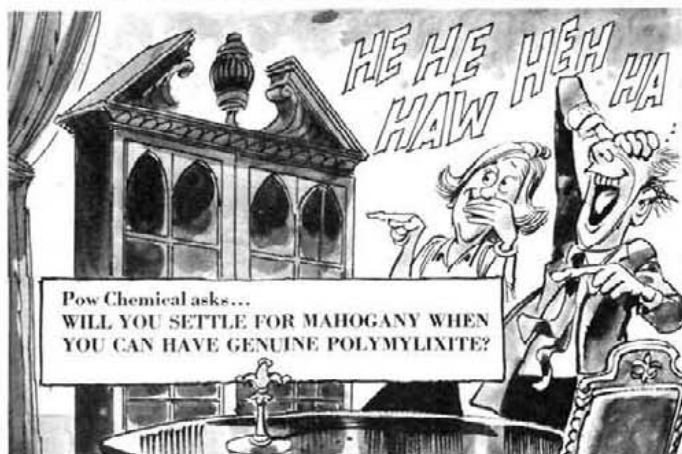
... why radio stations buy commercials on TV stations merely to announce that you'll encounter fewer commercials on radio stations than you will on TV stations!

ADVERTISING MAKES YOU WONDER...



... how a coffee company that just raised its price by a dollar a pound has the gall to send you coupons good for 50¢ off on every pound you buy at the new price!

ADVERTISING MAKES YOU WONDER...



... how companies that make up a patented name for their own particular variety of plastic think that's going to prevent you from noticing that the stuff is still plastic!

ADVERTISING MAKES YOU WONDER...



... exactly how the "cheapest motel in town" cuts corners on room maintenance so it can afford all those big expensive billboards out on the highway!

ADVERTISING MAKES YOU WONDER...



... where Supermarkets, claiming to sell at rock bottom prices, get all that extra money to run contests that give away free Hawaiian vacations!

ADVERTISING MAKES YOU WONDER...



... why a gorgeous model, who has the world at her feet, would ever have to worry about choosing the right brand of "kitty litter"!

ADVERTISING MAKES YOU WONDER...

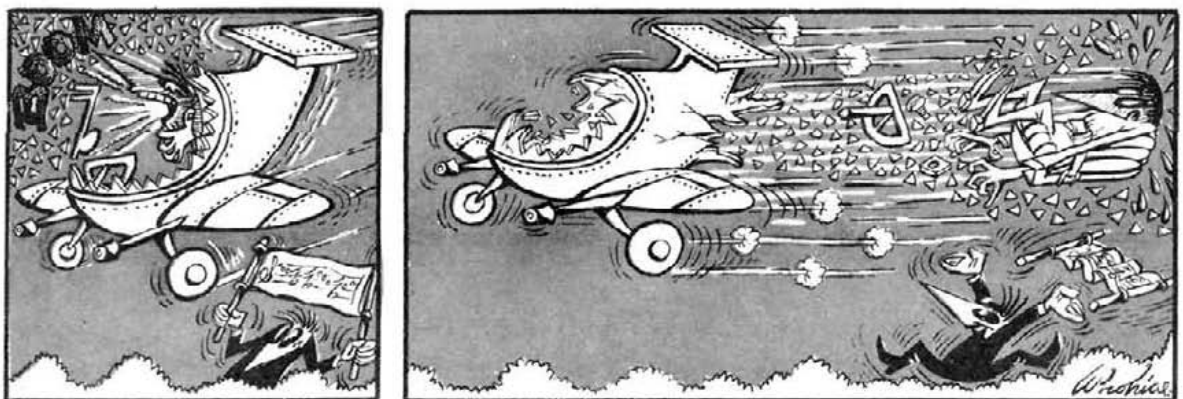
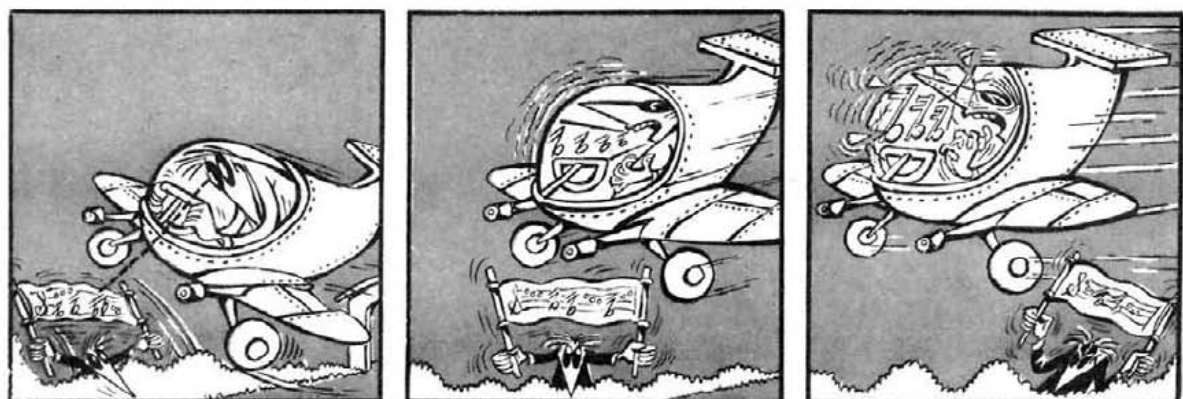


... why the auto makers, who have always known how to make gasoline engines that go 25 miles to the gallon, never showed any interest in doing so until recently!

ADVERTISING MAKES YOU WONDER...



... why 75 million American men placidly ate mashed potatoes all those years if every one of them would have really preferred stove-top stuffing with his chicken!



THE MAD DICTIONARY OF CLICHE PARENTAL TERMS

ARTIST: PAUL COKER

WRITER: BARRY LIEBMANN

ASIA



A place where starving children would be happy to eat creamed cauliflower.

ATHEIST



A son or daughter who dates someone of a different religious persuasion.

BABY



What you will always be to your Mother, no matter how old you are.

BUCK



Something that kids today just don't know the value of.

BUM



Any male over the age of 18 who is not studying to be a Doctor.

EARLY GRAVE



What you are driving your poor parents to.

EYES



The things you're always in danger of poking out with a favorite toy.

FRIENDS



People you should act more like when they agree with your folks.

GOD



Someone you should get down on your knees and thank for having such great parents.

"GOD FORBID!"



The official parental viewpoint on mixed marriages, and other debatable subjects.



An ambiguous term that applies to you whenever your parents want you to clean up your room, take out the garbage, or get a job . . .



... but not when you want to drink, smoke, stay up all night, or perform any other "adult activities."

GUTTER



Where you're probably lying when you fail to come home at a certain time.

HAPPY



What your parents want you to be, even at the expense of making you miserable.

HEAD



Something you would probably lose if it wasn't attached to your shoulders.

HEART ATTACK



What you're always giving your Mother when you're not doing what she expects.

HIGHWAY ROBBERY



A cutsey parental phrase that pops up whenever you ask for your allowance.

IMMATURE



The way you're behaving whenever you're acting normal for your age.

IMMORAL



A parental evaluation of any girl who likes to walk around without a bra .

INDEPENDENCE



Something parents want you to assert whenever they're too lazy to help you.

JUNK



A description of the clothes you wear, the food you eat and the TV you watch.

JUVENILE DELINQUENT



Any friend of yours
who's smoking pot.

KNOW-IT-ALL



Parental term given to kids who are
more intelligent than their parents.

LUXURY



Any item your parents never had when they were young, but
strived all their lives to give you, and you don't deserve.

MIND



What you're driving your parents out of,
when you're playing your records too loud.

MONEY



What kids think their
parents are made of.

NERVOUS BREAKDOWN



Something parents are always in danger of having
whenever kids start making sense in an argument.

"NO!"



For a daughter, the only
means of birth control.

NOISE



Any piece of music
written after 1949.

ORGY



Your parents' idea of what will go
on at that party you want to have.

PALS



What every Father suddenly wants to
be with his Son after the divorce.

PARENT



An excuse for any unreasonable rule or regula-
tion. (i.e.: "Because I'm a parent, that's why!")

PERFECT ANGEL



What you were before
you grew up to this:

PERFECT FIT



A description of any piece of clothing that's
three sizes too big, so you can grow into it.

PERSONALITY

What ugly daughters
always have plenty of.

PERVERT

Your parents' description of
any guy who drives a "van".

RESPECT

Something parents got from
their kids in the old days.

ROOF

Something you would jump off of,
if your friends jumped off, too.

SKINNY

Any Jewish or Italian child who is
slightly thinner than Orson Welles.

SIXTEEN

The miles your Father
had to walk to school.

SMART-ALECK

Any child who asks his parents
a question they can't answer.

SORRY

What you'll be when you
have kids of your own.

SPOILED ROTTEN

Any child over the age of twelve
who isn't earning his own living.

SUCCESSFUL

What your parents want you to be so
THEY won't be considered failures.

TALKING BACK

Making a statement that doesn't coincide
with your parents' own opinion or belief.

THANKS

What your parents never
seem to get enough of.

TIME

What your parents never seem to have any
of when you bring up the topic of "sex."

TRAMP

Your Mother's opinion of
any girl you bring home.

TREES

What your parents say
money doesn't grow on.

ETC., ETC., THERE'S NO NEED TO GO ANOTHER PAGE WITH THIS! YOU GET THE IDEA!

ONE DAY IN THE LIFE OF SOME SALESMEN

Pay attention, Fonebone! The first rule in "Door-To-Door Selling" is to ignore these stupid "Beware Of..." signs!



Gargoyle!! Hah!! That's the dumbest one yet!!

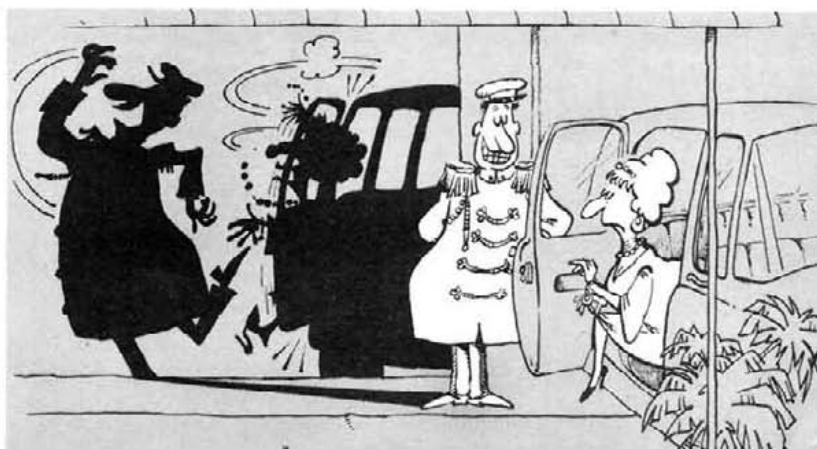
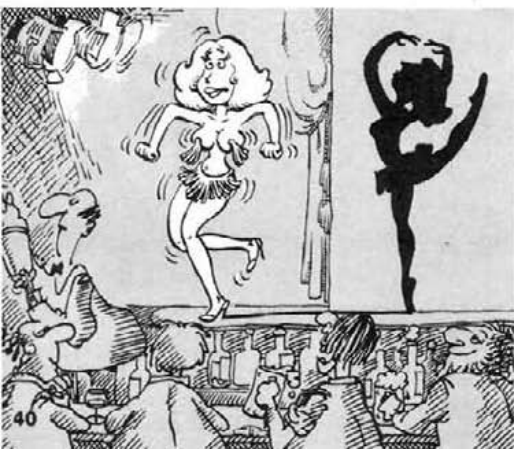
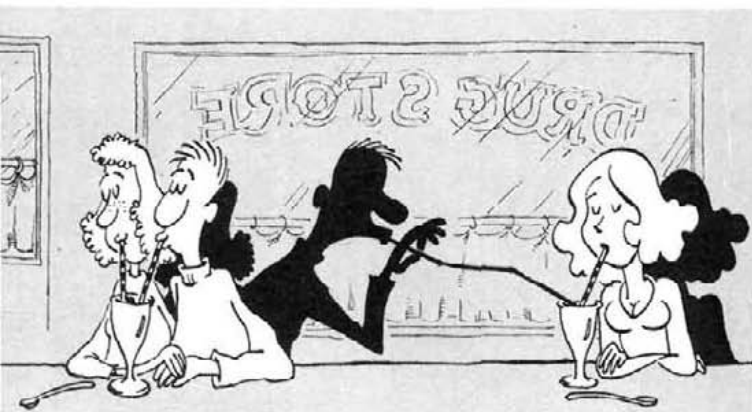


Why, a Gargoyle isn't even REAL!! It's just a big ugly stone statue on the parapet of some—



WE GOT YOUR PENUMBRA DEPT.

Who Knows What Evils Lurk In **THE SHADOW**

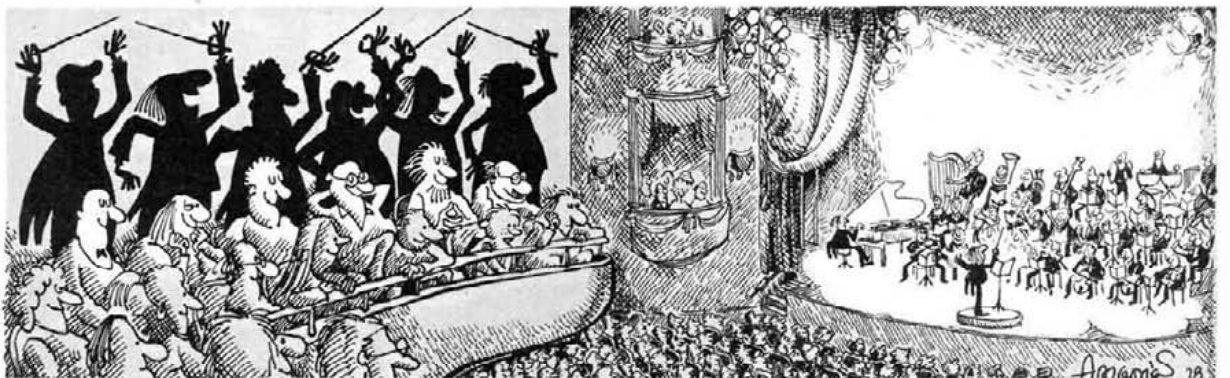
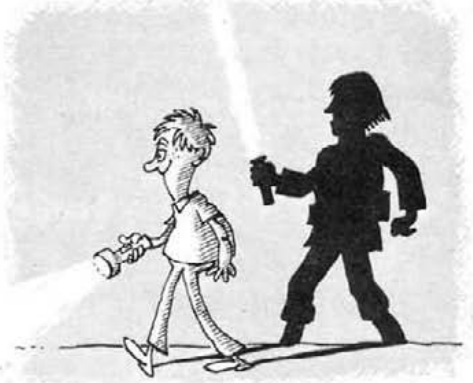
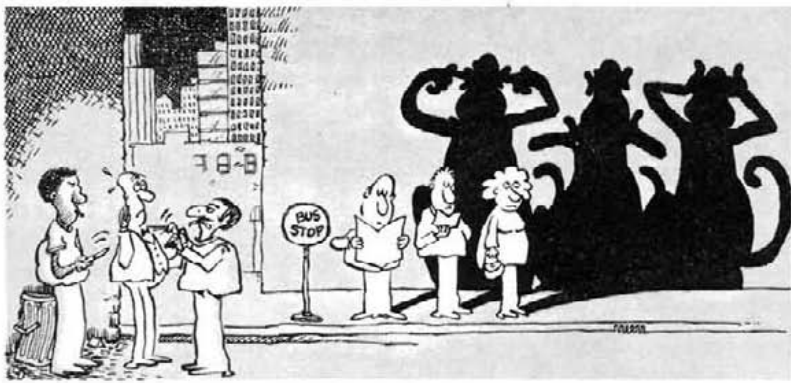


The Hearts Of Men? **KNOWS**



ARTIST & WRITER: SERGIO ARAGONES





In Alabama, it is illegal to beat up a catfish! It is against the law in Hawaii for a person to insert pennies in his car! In Colorado, it is a misdemeanor to talk to one's self in a butcher shop! It is against the law in Massachusetts to wear a costume while collecting a debt! And since 1952, it has been mandatory for a MAD "introduction" to deal *directly* with the subject being satirized! We have just broken one of these laws! Guess which one! And while you're guessing, here is our version of that popular weekly TV series about a radio station...

WKRAP

in Cincinnati

Antsy.
I have
nothing
to say
... and
I'm
ONLY
going
to say
it
ONCE!!

Golly, you seem
upset, Mr. Curlson!
Befuddled as
usual, but upset!

We're in trouble!
Our station's popu-
larity is slipping!
Our sales are plung-
ing and our ratings
are dipping low!

Geel!
How
low
are
they
dipping?

Lower
than
Juniper's
neckline!

We're
in that
much
trouble?

We're
down to
18th
place
in the
ratings!

Who's
in
17th
place?

A
station
that
just
features
static!

Well... maybe
it's got a good
beat and you
can dance to it!

NO EXCUSES.
Antsy! I hired
you as Program
Director to
turn our sagging
ratings around!

I DID! I cut out that
stupid Elevator Music,
and I brought in a "Top
40" format! I even pro-
grammed "The Classical
Music of Bobby Vinton!"

BOBBY VINTON???

In Cincinnati, THAT's
CLASSICAL MUSIC!

★ Alfred E. ★
★ Neuman ★
★ for ★
★ President ★

SOUND
STUDIO

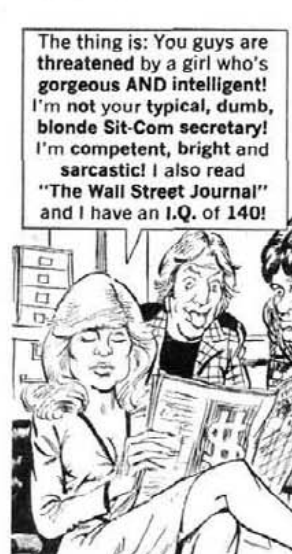
MARBLES
FOR
JUNIPER
TO BEND AND
PICK UP!!

MINNIE
PEARL
SINGS



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN





Johnny... you gotta stop screwing up the commercial copy!!

What'd I do wrong now, Man?

On the Crosley Savings Bank spot, you told them to deposit a TOASTER... and the Bank would give them a FREE \$500 GIFT!

Hey, sounds like a real good deal! Man, I wish I had me a Toaster!!

This is the part of our show where two characters "get down" and "level" with each other!

Yeah... where we come to grips with true, honest feelings!!

You think the viewers will BUY a serious conversation from two guys like US?!!

A guy zonked out of his skull—rapping with a dude in a Pimp hat?!! I don't see why not!!



Y'see, sometimes I feel GUILTY about being a Disc Jockey and gettin' paid \$1,500 for saying junk like, "... and now, here's Steve and Eydie's latest release..."

You're right, Man! I'd like to get out and do something meaningful!! Something that'll contribute more to Society than being a DeeJay!

Like What?

Like clubbing baby seals!



Mess, can I talk to you?

By golly, that's right! I forgot!!

What's going on with them?

You know the rules! Not unless you knock first, Mr. Curlson!

"Knock, knock"!!

Are you IN there, Mess?

It's their weekly running gag! Mess insists a News Reporter deserves his own private office! So Mr. Curlson pretends to knock on his door...



... the imaginary door to his imaginary private office! Cute, huh?

Well, it's an amusing moment, but isn't it a bit WHIMSICAL for this show?

No, it's a refreshing change from all the SEX jokes we do! It sets us apart from all the other SitComs! We won't let anything interfere with the integrity of this scene! Unless it's that!



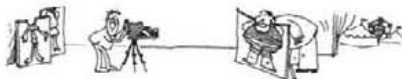
Oh? And what's that?

An important plot point! Juniper has to bend over to sharpen a pencil...!!



Last week, Mr. Arthur Curlson, our Station Manager, offered an Editorial against the rising cost of gasoline! WKRP realizes its responsibility to encourage and air opposing points of view! Here, speaking out in rebuttal to his OWN statement, is Arthur Curlson!

ON THE AIR





Last week, I said some nasty things about rising fuel prices! Well, I've changed my mind! The oil companies have a right to make a profit, too!

But on the other hand, I may have been right the first time! The consumer is the innocent victim of a vicious price squeeze!

But then again, the OPEC nations mean well! Gosh darn it, whoever said that is just crazy! Hold it—I said it! Take that back, Arthur!

He's really a "decisive" guy, don't you think?

Well, yes—and no!

Oops! It's catching!!



Hey, Juniper! I've arranged your date for this week!

I've never seen THIS guy! Who is he?

One of our Sponsors... Sid Shiver, the owner of Shady Knolls Last Resort! The MORTUARY?

That's it!

I don't go out with Morticians! They're only after my BODY!!



If you DON'T go out with him, he'll pull his sponsorship!

Juniper, be reasonable! It's a big account...

You'll just have a quiet evening of dinner, small talk, and back to his place for some nude wrestling!

Okay!! If you're finicky, FORGET the small talk!!

Ahhhhh... the plot thickens!

Exactly WHAT do I have to do?

That's INSANE!!



Look, Juniper... we are talking BIG BUCKS here! I COULD lose my JOB!! All you have to DO is "BE NICE" to him... if you know what I MEAN!

I KNOW what you mean! It'll never happen! I'll have sex with HIM over MY DEAD BODY!!

GREAT!! That's the way he LIKES IT!!



Golly, she won't date him! I—I guess we just lost the Shady Knolls account!!

Hey, big guy! I have only been in sales all of my life! I've got a plan! Maybe we can turn on Mr. Shiver through PHOTOGRAPHS!

Juniper, do you have any nude pictures of yourself?

Of course not!

Wanna BUY some?



Bully was right! This show is degrading and sexist! Why must every episode have a reference to my BODY???

The Writers want you to pick one of these lines:

(A) Because it's THERE!

(B) If we only wanted LAUGHS, we'd've cast RUTH BUZZY in your part!

And finally—

(C) Look at it this way... Millions of horny male viewers won't tune in to see ME compete in a "Wet T-Shirt Contest"!!

B-but I never ENTERED a "Wet T-Shirt Contest" ...!

SURPRISE!!
I guess you haven't read next week's "TV Guide"!!

This is really preposterous! Just because I happen to be STACKED is no reason to treat me as a SEX OBJECT!

I QUIT!

This show **does** tend to get a little cheap and tasteless! But if you **stay**, I promise there will be no more remarks about your ... anatomy!!

Okay, I'm staying!

Besides! If you leave, it'll be tough to fill your—er—giggle—your shoes!!

I'm leaving!

Don't go! We need your mind ... your biting wit ... your directness and honesty that gives us so many chuckles!

I'm staying!

And we also need someone to make the coffee!

I don't make coffee!

But this is your special brand! It's "MOUNTAIN GROWN"!!

I'm leaving!

You're blowing it, baby! You're the only one in this cast who may get a "spin-off" ... your own series!!

I'm staying!

Forget it! We're ALL leaving!

What are you talking about?

WE blew it! We've lost our sponsors, and we've lost our listeners! So my Mother ... who OWNS this station ... has decided to CLEAN HOUSE! She's fired EVERYONE ... including ME!!

What's she got in mind for the station NOW?

She's changing the format!

I KNEW it! It's going ALL DISCO!!

No, all NOSTALGIA!

All NOSTALGIA ... ? You mean ELEVATOR MUZAK! Forget it! It'll never work!

No ... I don't mean Nostalgia MUSIC! Nostalgia CASTING!

She's replacing us with a group that used to run a TV Station in Minneapolis!

TV People??! She must be CRAZY!!

What do THEY know about ballads, blues and hard rock??!

They look pretty square and very 1970ish to me!

They probably think Fleetwood Mac is a kind of HAMBURGER!

These cats will NEVER catch on, Man ... NEVER!!



**WHAT'S
THE MOST
EXCITING
THING ON
TV TODAY!**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

There are lots of dull, boring things on TV today. There are also a few exciting things. To find out what the "most exciting" thing is, fold in the page as shown on the right.

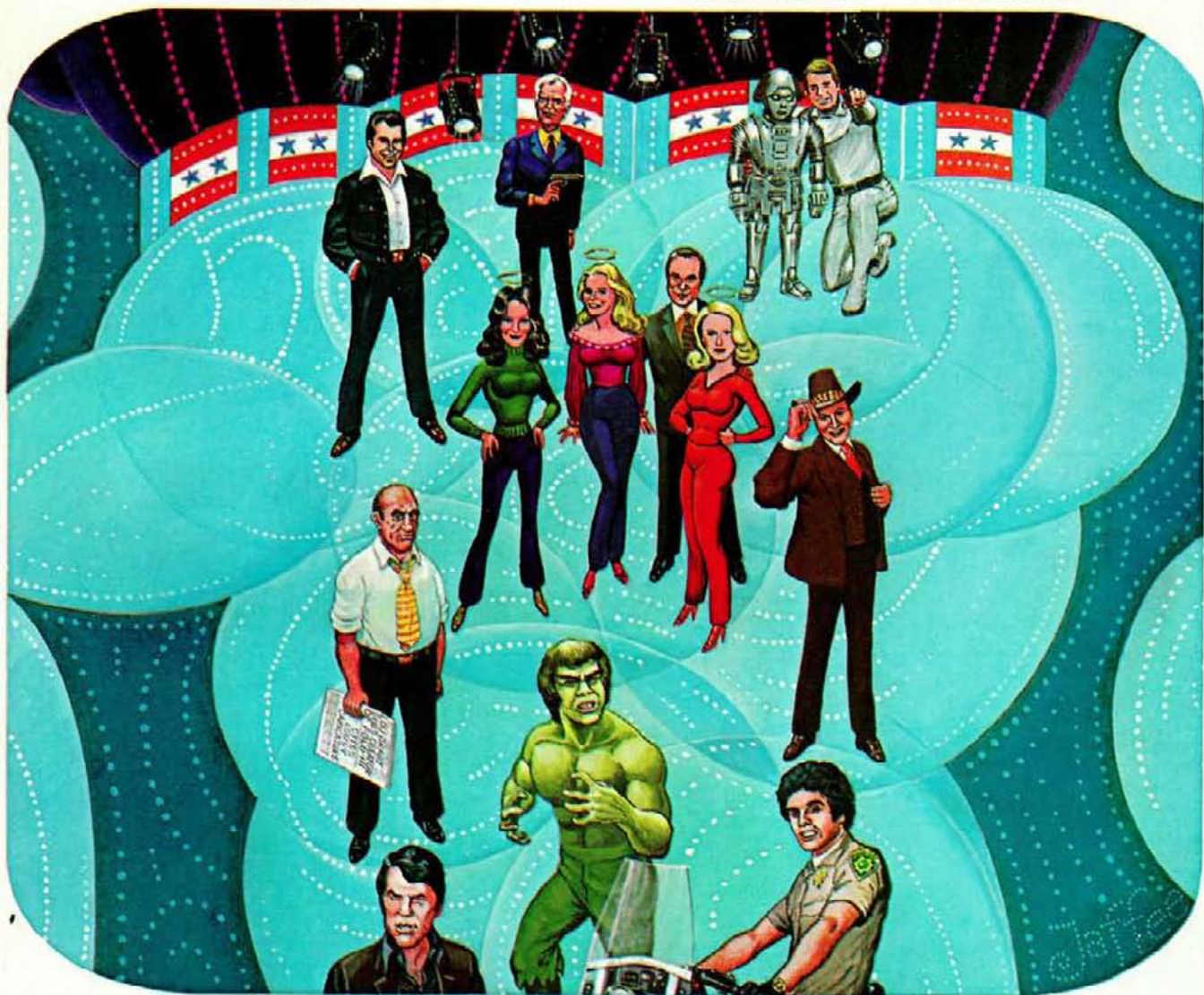


FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

ALL THE BIG TV POLL-TAKERS USE RATING CARDS FOR DESIGNATING WINNERS AND LOSERS. BUT OFTEN, AFTER JERKY STARTS, LOSERS BECOME WINNERS WITH FANS

A▶

◀B

